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Final Reflections on EAR Project

**Part 1 – Flyer for keeping your life balanced**

During my CLUE project I made the discovery of how difficult students must find it to keep focused on their academics and still have a social life. A lot of the time they would choose one over the other, usually going with socializing. I even remember my first year of college, and even now, how difficult it is to discipline yourself to do what needs to be done, instead of just having fun all of the time. That is why I decided to create a flyer for my first part of the EAR Project. I wanted it to be a reminder to students to keep a balance between the two most evident occurrences in their life, academics and a social life. I just know how difficult it is because I find myself struggling between the two a lot of the time, so being able to see a flyer reminding me I can do it and should try to do it would definitely help.

When I was looking for flyer examples, I came across three very different examples. All three used different colors, shapes, and fonts to make each flyer specific to what was being advertised. I first noticed how the flyers used the colors for emphasis. For my flyer, I tried to incorporate the appropriate colors, maroon and gold, to associate it with Bloomsburg, but also have them bright enough to catch a passerby’s attention. I also imitated a large heading on my flyer, because all three of my examples use some sort of eye catching, large heading to initially grab the attention of the audience. I also used the word “college” in the title, so the audience was specific to students currently attending, or planning to attend college. The third example I had was the flyer I tried not to imitate because it was too busy. There were too many colors used, the alignment and placement of information was everywhere, and the background was too chaotic to really zone in on what the flyer was entirely about. By looking at my examples, I used what I believed was good criteria that makes a flyer worth stopping to look at. First, it needs to have eye catching colors, but no more than two or three different colors. If there are too many colors, it becomes distracting. The colors also need to be readable. Secondly, There cannot be too much information on it. I needs to be simple and to the point, and almost too obvious on what point the flyer is trying to get across. Finally, the flyer needs to have something, whether it be a picture or a large heading, that will catch someone’s eye as they are passing. A flyer should not being something a person needs to stop to read for five minutes, it needs to be simple, to the point, and also be creative.

**Part 2 – Parent Page**

When I thought back to the times when I was searching for a college to attend, I remember how I would look at a certain list of criteria for myself, and my parents would also be looking at their own list of criteria. That is why I decided, for my second part of the EAR project, to do a parent page. I wanted it to be the page out of a college information book a possible future student would get in the mail, which listed all of the information a parent would want to hear. I know my parents like to know I am safe, there is variety in majors and minors available, and how there is a large list and variety of activities I can involve myself in. Parents like to know their child will be alright when they go away from home, so I tried to reassure they would be.

For my criteria, I was originally going to do a brochure, so I examined two examples of brochures. For my third example, I found what would be a college information book. I decided that was the approach I wanted to follow. Like the example I created my parent page from, I used school colors to emphasize school pride. I also got creative with the title, using a play on words for Bloomsburg University, “A Safe Place to Bloom”. Just from the title, the parents would hopefully be somewhat reassured about how confident the school is towards being safe for the prospective students. Next, I tried to do as my example showed, and that was to use pictures of students. Show how happy students are at the school, and show how they work and have fun at the school. I also wrote just a few short paragraphs to give just enough information about extra curriculars, safety on campus, and the variety of majors and minors. I decided the best criteria for a parent page out of a college booklet are very limited colors, but using the school colors for emphasis. Also, using pictures of the students to show how great student life is on campus, and how happy their child will be going there. I also think giving the information they would be happy knowing is a great part of my example. Students want to know about what there is to eat, what type of people, where the fun and good times happen, but parents want to know if their child will be alright at the school.

**Part 3 – Satire of Parent Page**

Like I have previously stated, a parent page is vital detail for a student to be able to attend a certain college. For my satire, I decided to go against everything I wrote about to ensure a student’s safety at the University, and change it to the opposite of what every parent would want to hear. I tried to keep it in an upbeat manner, like I was still trying to convince them it was a good place to send their child. When I was looking for examples of satires, I noticed how all of them were either the extreme opposite of the truth, or an extreme case of irony. I attempted to provide my satire will both. Yes, there are still extracurricular activities, but they involved quarters, and yes there are advisors and a school store, but they are too ensure great party clothes and help with early morning hangovers. I changed the pictures around so they illustrated partying and a lack of academic priority. My satire criteria was only to illustrate a parent’s worst fear for their student attending college, but in a nice, cheery way, to make it seem like I was 100% serious.